

EXHIBIT 257

c. and our subsidiary Nu Mark
2, 2018 letter raising serious co
products. We share your conce

about the reported rise in youth
that these youth issues may jeo
2017 announcement, you highli
ed a policy of encouraging sm
products. We believe e-vapor
lt smokers to switch from com
se of e-vapor products, left unc
or adult smokers. Because we

adult consumers age 21 and o

le information from FDA and
contribute to the rise in youth u
we have a current issue with yo
ot want to risk contributing to t
e market our *MarkTen Elite*
eive a market order from FD

-vapor products is further comp
tional tobacco flavors. This pr
ective. We believe, informed b
lications (“PMTAs”) that flav

products with enhanced post-r
g to unintended audiences. Mo
n data as to youth usage on a m

ng companies have a long histo
prevention efforts. We believe
cess – that is, the purchase of s
s. **We believe, in the face of t**
y is the time to support federal
ase tobacco products to age 2
FDA does not have the author
views with members of Congre
nimum age to 21 to purchase t

transactions on our websites, w
sold only to adults who are 21 o
are age 21 or older and a curre
nd our content displayed to con
gery with limited use of lifesty
or products and accessories an
s from our brands. Our age ver
ublic database information to v
y electronic age verification, c
ion to establish that they are 21

ns at retail to limit youth acces
e retailers who sell Nu Mark's
o limit youth access to its prod

P III

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products

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products